

December 14, 2012

To: Executive Board

Subject: **Customer Comment Process**

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## **Recommendation**

Receive and file the customer comment process report.

## **Analysis**

Foothill Transit's customer comment management process underwent a transition in October 2011. Prior to October 2011 customers had been directed to call a dedicated phone line which was staffed during regular office hours between 8AM and 5PM Monday – Friday. In an effort to streamline our customer comment process, in the October 2011 edition of the Bus Book, customers were directed to call the 1-800 RIDE INFO (743-3463) line to comment on the system in addition to using that number to obtain routing and scheduling information. This longer span of hours affords customers significantly more opportunity to contact us than before. With the implementation of this change, customers can now reach a Customer Service Representative (CSR) between 7AM – 9PM Monday – Friday, 10AM – 8PM on Saturday, and 11AM – 6PM on Sunday. Customers may also send us a comment via email at [comment@foothilltransit.org](mailto:comment@foothilltransit.org), via mail at 100 S. Vincent Avenue, Suite 200 West Covina, CA 91790 and/or via fax at 626.967.4608.

At one time the incoming lines to the Arcadia and Pomona operations facilities gave instructions to callers on how to contact the dispatch office and some customers would on occasion contact dispatchers directly with questions or complaints. This practice is discouraged and those instructions have been removed from the incoming lines to the operating facilities, however, to allow the dispatchers' to focus on their primary responsibility of focusing on in-route service and communicating with coach operators to ensure the safe provision of service. Under the past practice, comments to the dispatch office could not be systematically recorded in the customer comment system and were therefore not consistently followed up on to ensure satisfactory resolution.

When customers call the 1-800 RIDE INFO (743-3463) line, a CSR will gather the essential information needed to open a comment in the TransTrack system. In order for a comment to be effectively investigated and followed up on, the customer is asked to provide the following information:

- First name (Last name optional)
- Contact information such as phone number, address or email
- Route and/or coach number
- Date and time of incident



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- Direction of travel of the bus
- Location of incident
- Description of the incident

The CSR taking the call then inputs the comment into the TransTrack system and provides the customer with a comment reference number. Comments entered into the system are categorized on a daily basis by the Operations Assistant who then sends the comment to the appropriate department or operating location for investigation and resolution. The response time allowed for a comment is based on the nature of the comment. Safety comments must be responded to within three business days. Non-safety related comments must be responded to within five business days.

Once the department or operating location completes the investigation and contacts the customer with a response to their concern, the response is entered into the system and the comment is marked completed and closed out. The Operations Assistant reviews responses to ensure the comment was resolved satisfactorily. If not, the comment is reclassified and reopened for further investigation.

Sincerely,

Araceli López  
Transit Store Operations Manager

Doran J. Barnes  
Executive Director